

Stresses Ease of Operation:

Engineers Like 1665's Simplicity

One of the nicest things a Monroe salesman can hear from a customer is: "Our new Monroe will be the most useful tool in the office."

Monroe salesmen in the Toronto branch had the satisfaction of not only hearing, but seeing these words written in the minutes of a special company meeting held by H.G. Acres of Toronto, to introduce the 1665 to their civil, electrical and mechanical engineers. H.G. Acres is one of the largest consulting engineering firms in Canada.

The association between all the engineers and Monroe's 1665 began when the machine was taken to Acres for a demonstration. The company wanted a machine that all their engineers could use, regardless of whether they were mechanical, electrical or civil engineers. "The men were shown what the 1665 could do and how to perform the proper functions, and then they took over, working out their own problems and experimenting with different engineering formulas," explains Fred West, Toronto Branch Manager.

"The main point was to show how this simple-to-use machine could perform such complicated problems and the best way was to let the engineers use it themselves," Fred further explains. "Every engineer was doing something different, but they all had one thing in common. They used a slide rule, a tool they trust and know like the backs of their hands. They had to gain confidence in the 1665; they had to see that it isn't a complicated computer and that they could use it after only a short period of instruction on the basic functions."

Wieslaw Jurkiewicz, Supervisor of Civil Engineering, liked the 1665, especially the machine's programming capabilities, since one engineering formula, on the average, consists of six to 10 steps. In the minutes of the special meeting Jurkiewicz wrote, "The programming assures us that all our standard design procedures, done

manually till recently, can now be done on the 1665, allowing for increased efficiency in all our design efforts."

Jurkiewicz went on to mention other things about the machine he likes, namely that the engineers can write their own programs. "Because the writing of programs is a very easy task which can be learned within two hours (as proved during this meeting when all the participants learned the machine language and wrote some programs), it will be well-feasible to prepare the necessary programs for the 1665 during our actual design work when the need arises. Operating the 1665 can be learned in a few hours, assuring wide usage of the machine by all our designers."

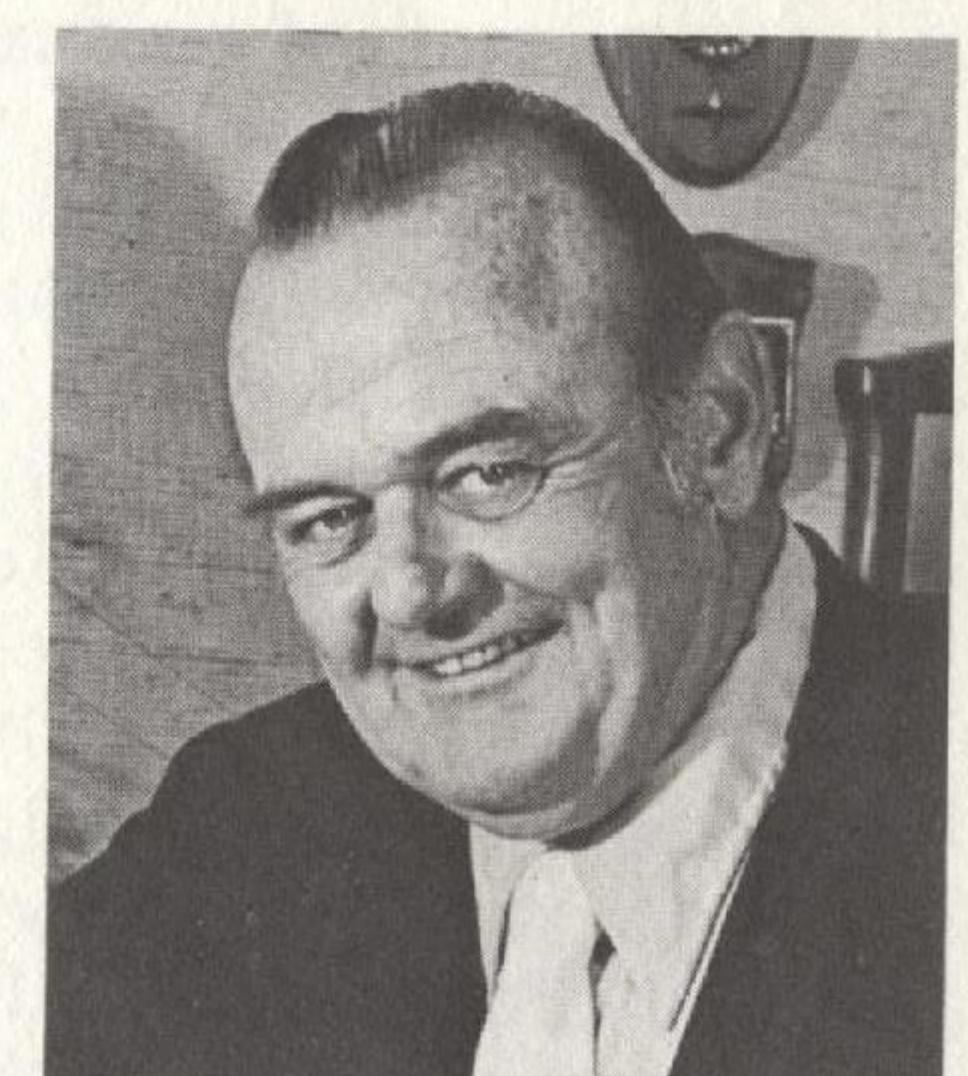
Fred West praises the sales approach. "It was a great selling job, especially at a time when purchasing funds were short. The 1665 was taken down off its pedestal and put in simple terms for everyone to understand."

Since the meeting when Acres' engineers first met the 1665, "the machine has paid for itself," according to Jurkiewicz. In order to give every engineer a chance to use the machine and to have immediate access to the engineering programs, certain operating procedures have been worked out. The machine, itself, is kept on a stand, enabling engineers to wheel the unit from department to department. Attached to the stand is a box containing available programs and punched cards. Those engineers who wish to use the machine sign a reservation chart. For company accounting purposes, a log book travels with the stand for recording the users and projects of the machine.

The 1665 is not the first Monroe purchased by H.G. Acres. "They have two 820's, two 990's, and six 570's," says Fred West, whose branch's ultimate goal is to "get rid of that machine stand and sell them more 1665's."



Engineers in all departments have access to 1665. Pictured L to R are: John Campbell, Manager of Engineering; Fred West, Toronto Branch Manager; Wieslaw Jurkiewicz.



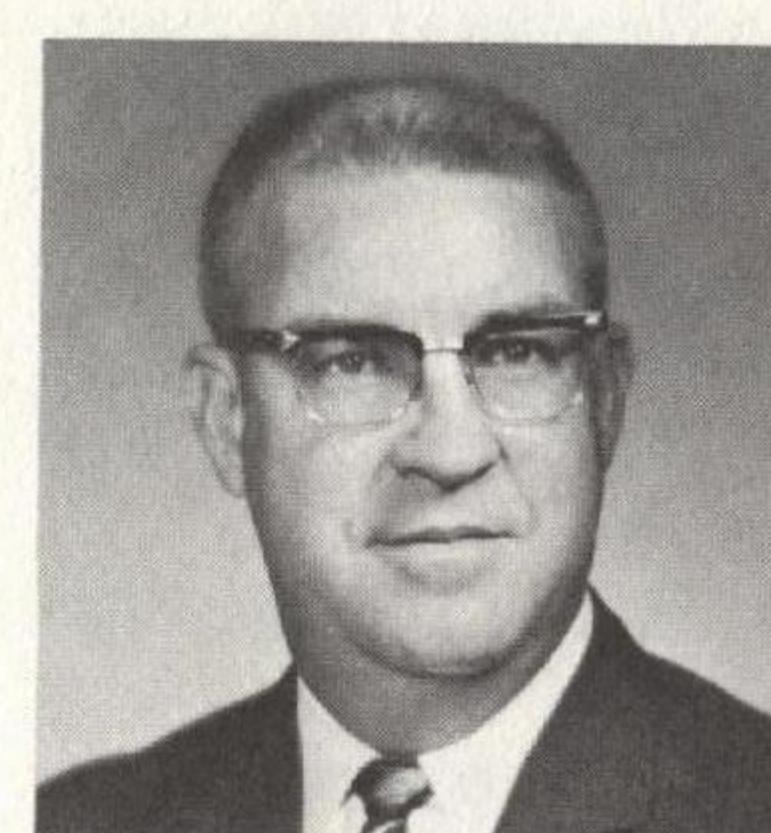
Howard Rogers

Rogers Is Pacific Educational Manager

Howard Rogers has been named Educational Marketing Manager for the Pacific Region, on the staff of Lyle Reiss, Sales Manager-Educational Markets.

Howard comes to Monroe after three years with Wang Laboratories, Inc., as their Pacific Region Education Consultant. In commenting on the appointment, Lyle Reiss said, "We at Monroe have heard about Howard's outstanding seminars and consulting work through educators in the Pacific area. His experience with Wang plus six years as a math teacher in Long Beach, California, highly qualifies Howard to direct our West Coast efforts."

As Pacific Educational Marketing Manager, Howard will be based in the Long Beach office, and will cover the entire Pacific Region.



Jessie Campbell

Appointments in Service

JESSIE L. CAMPBELL has been made Branch Service Manager in Huntsville. Previously he was a Sales Representative in Jackson, Tennessee. Jessie was first hired in 1955 in service in Greenwood. He worked in Greenville, Mississippi, for a while, returning to Greenwood where he moved up to Service Manager. He switched to sales in 1969 in Memphis, moving to Jackson later that year.

WARREN L. STRIPLING is Branch Service Manager in Anchorage, Alaska. Previously he was a Customer Service Engineer in Los Angeles. Warren first started with Monroe in 1951 in Fort Worth's Service Department. He has also worked in Beaumont, Lake Charles, Dallas, Lincoln and Inglewood.

ENOS R. BRACHT has been named Service Manager-Sub Office in Alton, Illinois. He began his Monroe career in 1962.

WYATT D. LONG is Service Manager-Sub Office in Hutchinson, Kansas. Hired in 1956, Long moves up from Customer Service Engineer.

WILLIAM A. MELANSON has been named Branch

Service Supervisor in Boston. Previously, he was Customer Service Engineer in that office. He joined the company in 1958.

ROBERT B. GARTH JR. has been promoted from Customer Service Representative to Branch Service Supervisor in Orlando. He started with Monroe in 1955.

THOMAS TRIPP has been made a Branch Service Supervisor in Albany, New York. Previously a Customer Service Engineer there, he joined Monroe in 1948.

ROWLAND E. SMITH has been named Assistant Branch Service Manager of the Bartelsville, Oklahoma, office. He was hired in 1957, and was Customer Service Engineer in Houston prior to his promotion.

Social Security Benefits Are Increased by 10%

Monroe retirees, and anyone else receiving benefits from Social Security, will get an extra 10% in their Social Security checks this year, thanks to legislation recently approved by Congress. The increase will be included in the June 1 checks; a separate check will also go out that month covering the increase retroactive to January 1.

Prior to enactment of this law, a man retiring in 1971 at the age of 65 was entitled to a maximum monthly benefit from Social Security of \$193.70; a woman aged 65, also retiring in 1971, could receive a maximum of \$200.30. Under the new law, the maximum monthly benefits for men are \$213.10 and for women \$220.40 for those retiring during 1971.

Although benefits payable under Social Security have been increased, the payroll tax rate remains at 5.2% (this includes 0.6% for Medicare). The base amount of income subject to the payroll tax remains at \$7,800 through 1971. However, effective January 1, 1972, the amount of earnings subject to the 5.2% payroll tax will be increased to \$9,000. Thus, anyone earning \$9,000 or over during 1972 will pay a maximum of \$468.00 during that calendar year. Monroe also pays to Social Security an amount equal to the amount deducted from every employee's pay check.

The L Model Calculator Ends a 42-Year Career

By James Sheridan
President, Monroe

In 1929, the Monroe Calculating Machine Company made a dramatic announcement. A calculator had been developed that weighed only 7½ pounds, took little more space than a standard letterhead, but could perform many of the same calculations as a larger machine.

That revolutionary new arrival was the Monroe Executive Model L 160-X. It created a sensation in the calculator industry, a striking departure from the large, cumbersome machines that had been its predecessors.

The Executive L Model was destined to have the longest product life of any calculator in Monroe's vast array of machines—42 years from the day of public announcement until final production in February, 1971.

The first L machine was sold to Western Electric on January 21, 1929 for \$250. Since then, the L line has been marketed all over the world. Its exceptional portability, its figuring capability, the fact that it was entirely hand operated, and its availability in a convenient carrying case—these features made it the favorite of thousands of customers, particularly those who traveled frequently or needed a calculator where no electric current was available—executives, auditors, contractors, engineers, surveyors and countless others.

The L 160-X spawned a long line of L machines, most notably the electrically-operated LA Series first introduced in 1930. The latest version, the LA 9, was introduced in 1960.

One of the most popular modifications of the L 160-X was the Educator Model, designed especially for schools. Also hand operated, but with a seven-column keyboard instead of eight, it was a favorite for years among educators. Even grade school children used it to learn the principles of arithmetic in the classroom.

The Executive Model became designated the LN 160-X when minor changes were made in the cover case, and production was assigned to Monroe's manufacturing facility in Holland.

In February of 1971, the last of the L Model calculators rolled off the production line at Litton Business Systems in Pomezia, Italy.

For Monroe and for Litton, the conclusion of its remarkable career symbolizes the end of one era and the transition to another. Mechanical gears, dials and levers have given way to the swift, silent energy of electronic technology. Miniaturization, so revolutionary in 1929, is the order of today.

But we suspect that those little L machines will be around for a long time to come, on the desks of executives around the world, side-by-side with their sleeker Monroe counterparts. No calculator has ever been more deserving of a permanent place in the affections of its users.



Above, final inspection is being performed on the L and MA 7. If you look very closely at this photo taken sometime in the 1930's, maybe you can pick out John Ober, Vice President of Service Operations; Mike Mulvaney, Supervisor of the Parts Stock Room in Orange; and Alex Cotler, Customer Service Engineer in the Newark branch office. The three worked in final inspection.

Monroeites Reminisce about L-Line

When the L Model Monroe came to the end of the line in February after a 42-year career, it was only fitting and proper that its final bow should be accompanied by a certain nostalgia.

Probably no other Monroe calculator has been accorded such enduring respect, not only by the old timers who knew it best, but among many newer Monroeites who have had the opportunity to see its capabilities. There are, in fact, some things that the 1929 L can do that even the newest electronic models can't do.

Although no longer profitable to produce, the L machine will long be cherished by its many users, and certainly by those at Monroe to whom this "grand old calculator" played a vital role back in the '30's.

"Ours was the first company to introduce a portable calculator with a keyboard," says Monroe veteran W. L. "Monty" Montgomery. Monty, one of Monroe's early pioneers, joined the company in 1919 and retired in 1967 after a 48-year career in sales. "Monroe, in fact, enjoyed the distinction of being the only company to manufacture a small portable calculator until the mid-fifties, when a European company introduced a portable calculator in the U.S. which was practically a duplicate of the Monroe L—so much so that from a distance one couldn't distinguish between the two."

"The L 160-X was the shot-in-the-arm Monroe needed in those days," recalls Monty. "The '29 stock market crash had put a dent in the economy and the country was on the threshold of a depression."

"The little machine was bread and butter to those of us fortunate to have jobs in those days," points out Alex Cotler. Alex, now a Service Engineer in Newark, was on the Orange production line in 1929, working on final inspection of the L's. He recalls the L 160-X was tailored to fit the needs of the day.

It was easy on the budget (it sold for \$250); it was so compact that it occupied only a few inches of desk space; it needed no electric current, and came with a convenient carrying case for easy portability; it was simple to operate (one could learn it in a single lesson), yet it had remarkable calculating capabilities; and it had

the Monroe reputation for quality—a reputation the company had already earned through its predecessors.

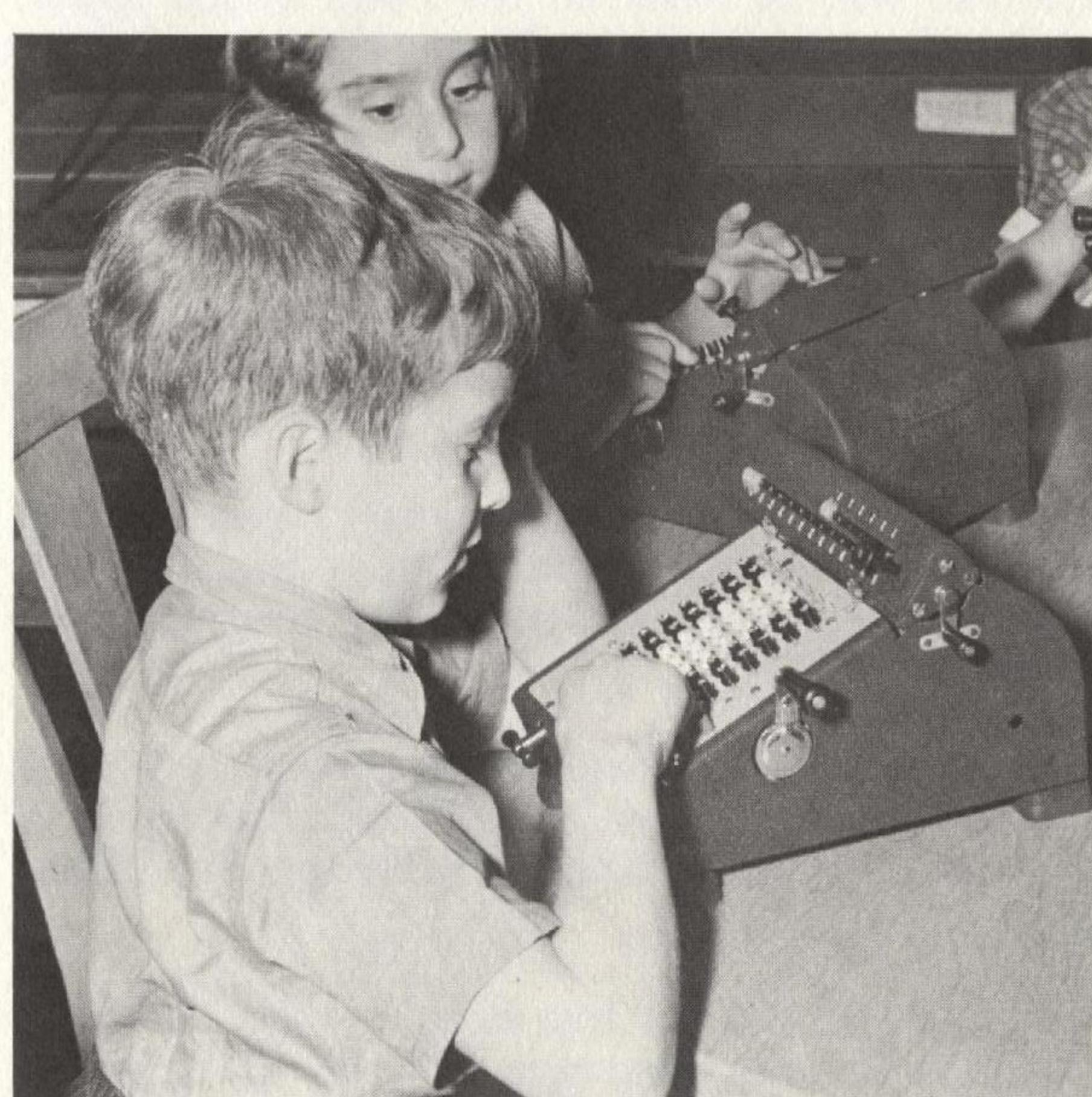
From the first sale to Western Electric in 1929, the L 160-X Executive Model was a success, and a year later its motorized offspring, the LA 160, was introduced. Whale-size orders from large department stores and insurance companies, Metropolitan Life and Prudential in particular, kept the plant at Orange humming with production activity, relates Montgomery. "But the beauty of the L 160-X," he continues, "was its versatility. When I went to Washington, D. C., I sold a large order to the government for use by government surveyors, traveling accountants, and agricultural men who needed this type of calculator in the remote places their jobs took them to, where there were no electrical outlets for motor-driven machines."

George Fryer, another retired Monroe man who got his start in 1923, recalls seeing passengers on Pan American planes using the L's for figurework. "A friend of mine who used to work for Monroe once told me that while working in Panama during the early '30's he would spot customs men wearing our L's strapped around their necks, using them for calculating the amount of cargo from large freighters entering Balboa."

"My first job was to fit the cases on the shift bars of the L 160-X's when I came to work for Monroe in 1935," reminisces John Ober, Vice President of Service Operations, about his days in manufacturing. "There was a lot of satisfaction in helping to put out a superior product."

Manufacturing of the L Model was transferred to Holland when the company opened a plant there in 1950. Minor changes such as the color of the machine casing from its original speckled black and green to a moroccan tan, and the restyling of the plus and minus bars, gave it a new look and a new name—the LN 160-X.

It was inevitable that the L Model should bow to the technological advances of the 1970's. But to many, this mighty little calculator will long be cherished and remembered as one of the all-time greats in the hall of fame of Monroe calculating machines.



In this photo taken during the '50's, grade school children use the L in their studies.